



CENTRE OF EVERYTHING

centre:mk
MILTON KEYNES

MILTON KEYNES

2ND

fastest growing in the UK with a population growth of over 18.1% over the last 10 years¹

Economy is valued at over²

£16.2 BN

Home to

12,400

businesses²

8TH

city in UK for tech innovation³

SOURCE: 1. CENTRE FOR CITIES | 2. MILTON KEYNES COUNCIL | 3. UK TECH INNOVATION

centre:mk is one of the UK's most successful retail and leisure destinations. Continually outperforming benchmarks for footfall, conversion to sales and sales density, centre:mk dominates the region and sits at the heart of one of the UK's fastest growing economies.

One of the strongest anchor brand line-ups in the UK

JOHN LEWIS
& PARTNERS

#beauty

M&S
EST. 1884

PRIMARK®

Boots

TKmaxx®

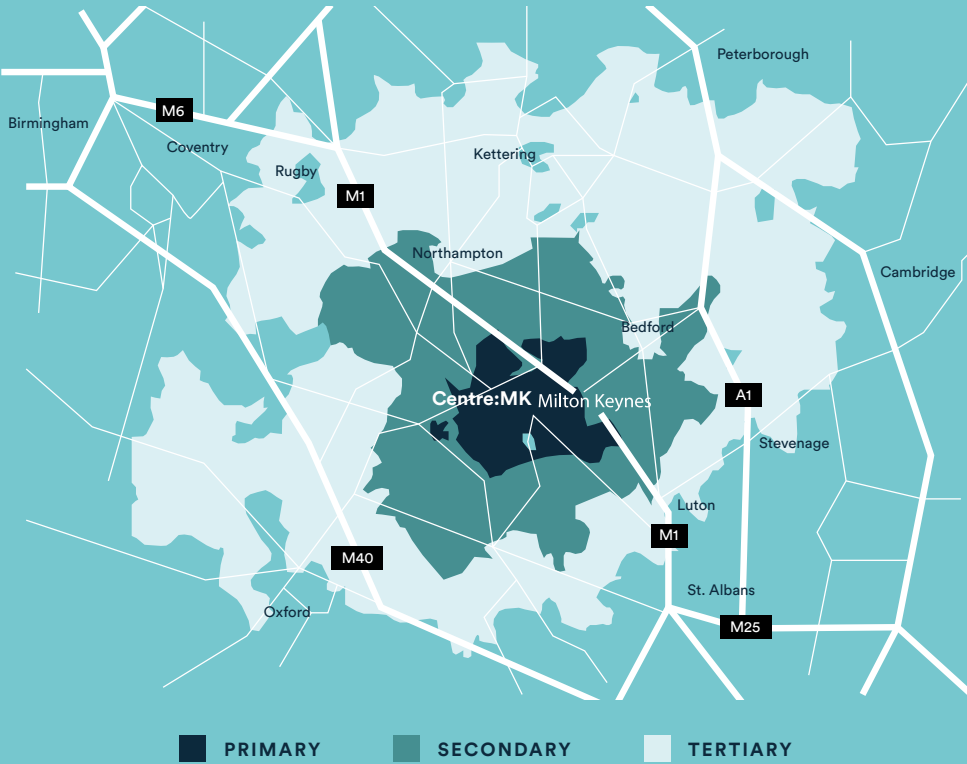
OUTPERFORMING

250

days of events
per year

95%

of total footfall
converts to spend¹



■ PRIMARY ■ SECONDARY ■ TERTIARY

98M

market share opportunity²

21.6M

annual footfall in 2024-2025,
over double that of the
competition³

9%

population growth
since 2019²

14%

market share, compared
to an industry
benchmark of 11%²

10.7M

people in the catchment²



centre:mk is the first-choice
destination for over 160 leading UK and
international brands and operators



Ranked

10TH

in the UK for
comparison
goods expenditure¹



Including

Bill's

OFFICE

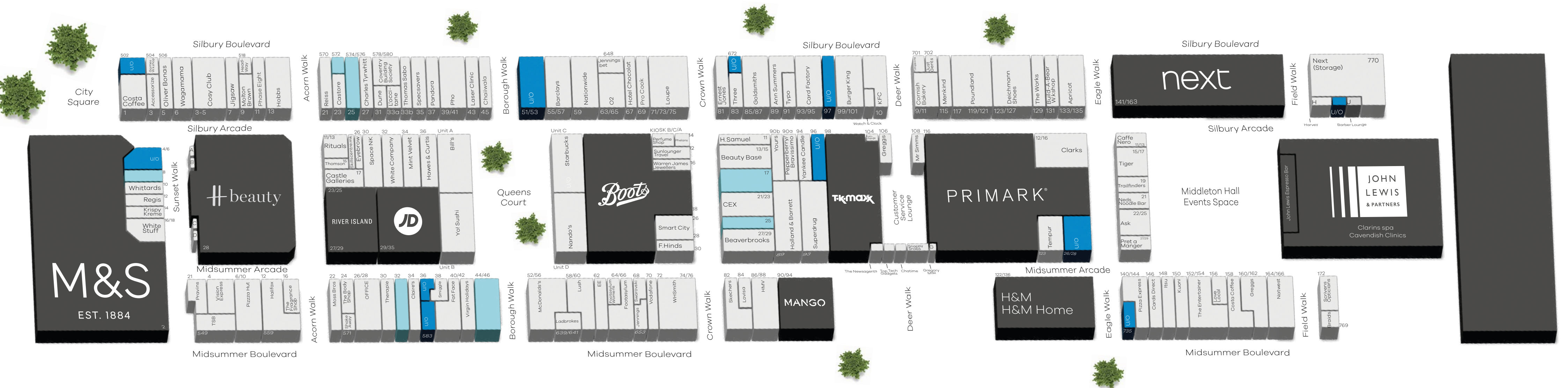
SPACENK

MINT VELVET

In 2024 alone,
centre:mk welcomed
144,000 SQ FT
of new, upsized
or refitted space²

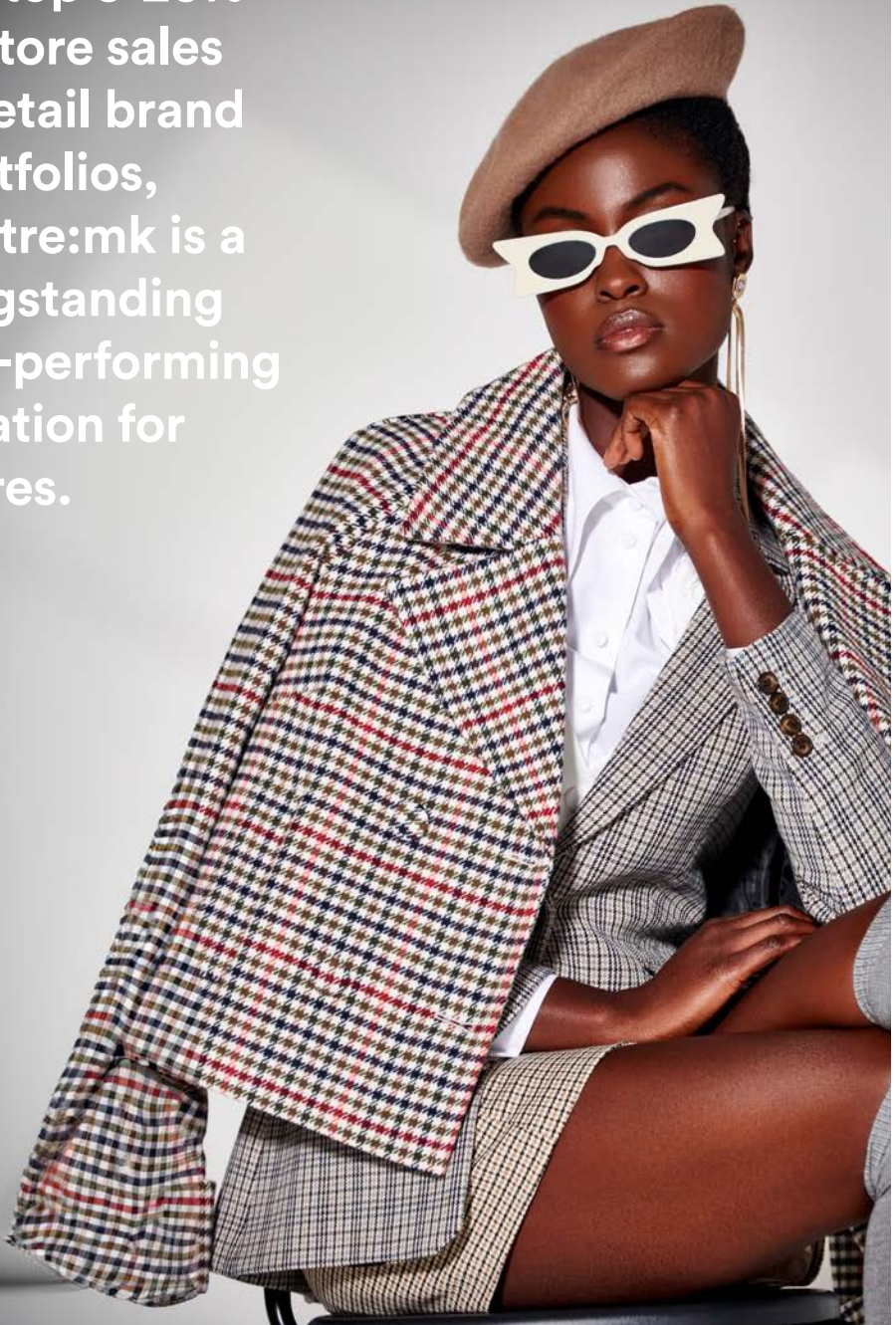
*SOURCE: 1 EMOTIONAL LOGIC | 2 PRAGMA 2024 | 3 MRI APRIL 2024-MARCH 2025

*SOURCE: 1 PRAGMA | 2 CBRE





Sitting within the top 5-20% of store sales in retail brand portfolios, centre:mk is a longstanding top-performing location for stores.



H beauty

H beauty - Harrods' luxury beauty concept - made its debut at the heart of centre:mk in April 2021. Opening a 29,000 sq ft store, it is the brand's second standalone store and its biggest boutique to date.



“The H beauty opening in Milton Keynes marks another significant addition to the UK's beauty retail landscape.”

H BEAUTY
ANNALISE FARD,
DIRECTOR OF BEAUTY AT HARRODS

CHARLES TYRWHITT

JERMYN STREET LONDON

“The centre:mk opening is a major milestone for Charles Tyrwhitt, as we open our first new store since 2018 and welcome a debut retail format, allowing our customers to experience the brand in a new and improved way. For us, the destination of choice had to be centre:mk due to its loyal visitors, as well as the brand’s ties to the city.”

CHARLES TYRWHITT
JOE IRONS, CHIEF MARKETING OFFICER



COSY CLUB

“centre:mk is leading the way in the South East and we, at Cosy Club, are thrilled to be bringing our opulent yet welcoming experience to the city of Milton Keynes for the first time.”

COSY CLUB
JON BIRTLES,
PROPERTY AND ACQUISITIONS MANAGER FOR LOUNGERS



RITUALS...

“We are very excited to be opening a new store in Milton Keynes, one of the prime retail destinations in the UK. We have grown rapidly in the UK since our flagship store in Covent Garden opened in 2016 and we are always looking for the right opportunities to support our growth.

RITUALS
PENNY GRIVEA, MANAGING DIRECTOR FOR UK & IRELAND
AT RITUALS



Loupe

“We identified an opportunity to significantly expand our Milton Keynes boutique, which has now almost doubled in size since the original plan, to make it an even more impactful and prestigious shopping destination. Following the rising trend for experiential retail, and bringing a fresh approach to the luxury sector, Loupe has been carefully developed to offer the personal and immersive experience that we know is incredibly important to clients purchasing higher value items and investment pieces.”

LOUPE
ANNA BLACKBURN, MANAGING DIRECTOR AT BEAVERBROOKS



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